R.J. Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
Winston-Salem, NC 27102
910-741-2053

SENT VIA E-MAIL
November 12, 1997

TO:

Rich Kane	Bill Roth
Mark Young	Peter Schmidt
Jay Loftin	Larry Poole
Jim Piscitelli	

Subject: **Supermarket Chains Submitted For Pack Promotions**

During our A.E./K.A.M. meeting in Hartford, we discussed the possibility of utilizing pack promotions in strong partner supermarket chains. We reviewed some research with these managers that shows this type of promotion has no positive impact on our business. We did however leave open the possibility of providing pack promotions to strong partner chains that have continually requested this type of support from us. Basically, we positioned this as a trade versus a business issue.

A strong partner could be defined as:

- A major player in the market, committed to cigarette category
- Willing to place displays self-service location or in a highly visible location
- Willing to place P.O.S. supporting the promotion
- Stores are a convenient place to buy cigarettes

Attached you will find a list of the supermarket chains submitted by our K.A.M.'s that should be included in pack promotions based on our discussion, with the brands that should be promoted. At this point in time, only Doral has planned for any pack promotions for supermarkets. We are going to present the list to the full price brand units in an attempt to get them to fund some promotions for these outlets.

If any of you have any issue with the chains on this list, or believe some additional chains should be added, please let me know as soon as possible. Remember, at present we only have Doral pack promotions for this class of trade, we will notify you as soon as the full price brands make a decision.

Call if you have any questions.

Don

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Attachment (SMKTPACK.XLS)

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Source: https://www.industrydocuments.ucsf.edu/docs/jfdn0000

N.E.S.A. Supermarket Chains Submitted For Pack Promotions

Chain Name	Chain ID # / Account #	# of Stores To Receive Promotions	Brands To Be Promoted			
			Winston	Salem	Camel	Doral
Riser Foods	1100-00-00	38	x	x	x	x
Wakefern Food Corp.	425769	180	x	x		
Pathmark Stores	0522-01-00	55	x	x		
Hannaford Brothers (NESA)	1610-00-00	101	x			x
Hannaford Brothers (SSA)		49	x	x		x
Giant Eagle	1115-00-00	50				x
Genuardi	3000-00-00	28	x			
Zallies Shop Rite	3075-00-00	7	x	x		
Laurenti Shop Rite	2364-00-00	5	x	x		
Starns Shop Rite	1174-01-00	5	x	x		
Marsh Supermarkets	0922-00-00	85	x			x
Giant Food Stores	4027-04-00	80	x	x		x
Weis Markets	0577-00-00	150	x	x		x
Redners	3078-00-00	27	x	x		
Tops	4027-01-00	68				x
✓ Finast	4027-03-00	44				x
✓ Vix	4027-06-00	11				x
✓ Bi-Lo	0997-00-00	70	x	x		x
✓ Big Bear	1007-00-00	83	x	x		x
✓ Quality	1413-00-00	43	x	x		x
✓ P & C	0939-00-00	65	x	x		x
✓ Insalaco	3080-00-00	29	x	x		x

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